

Kindly add the following new claims 29-<sup>40</sup>~~41~~.

29. A system for generating personalized shopping lists and distributing coupons matched to planned purchases, comprising:

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a plurality of consumer units each operable by consumers and comprising a display monitor, a memory for storing data to be displayed on the display monitor, a data processing unit connected to the display monitor and the memory and having communication means connectable over a communication medium to at least a coupon server, and a user input device to permit a consumer to make one or more selections from choices displayed on the display monitor;

a coupon server located remotely from the consumer units and comprising a memory for storing data corresponding to a plurality of participating retail outlets including data identifying each of the retail outlets by name, inventory of goods offered for sale, and aisle location of the goods in the participating retail outlets, and for storing coupon data used for generating electronic discount coupons for selected goods, and a data processing unit having communication means connectable over the communication medium to the consumer units, the coupon server further comprising

first means responsive to a connection with a respective consumer unit to transmit for display on the

display monitor of the respective consumer unit a first file containing a list of the participating retail outlets which may be individually selected by the consumer using the user input device of the respective consumer unit,

second means for transmitting to the respective consumer unit for display on the display monitor thereof a second file containing one of a list of the inventory of goods offered for sale by a selected retail outlet or a list of goods generally sold in retail outlets of a particular type, the displayed list of goods being individually selectable by the consumer using the user input device, and

third means responsive to the selection of one or more items of goods by the consumer to transmit to the respective consumer unit data corresponding to the selected goods including coupons for one or more of the selected goods, or, if such coupons are not available for the selected goods at a selected retail outlet, coupons corresponding to competitively-branded goods or for the selected goods at another retail outlet, and a personalized shopping list containing the selected goods and the aisle location in the selected retail outlet of the selected goods.

30. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 29; wherein the first means of the coupon

server comprises means for acquiring identifying indicia for identifying the geographical location of a consumer unit connected thereto, selecting one or more participating retail outlets in the vicinity of the consumer unit, and downloading for display on the display monitor of the consumer unit the first file containing a list of the selected retail outlets.

31. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 30; wherein the communication medium comprises a public telephone network, and the means for acquiring identifying indicia comprises means for acquiring Caller ID data to identify the geographical location of the consumer unit.

32. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 30; wherein the means for acquiring identifying indicia comprises means for transmitting a file to the consumer unit containing a form requesting the consumer to identify the geographical location of the consumer unit.

33. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 29; further comprising a hardcopy apparatus for producing a hardcopy of electronic coupons transmitted to the consumer unit.

34. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 33; wherein the hardcopy apparatus comprises a printer connected to a consumer unit.

C 35. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 29; further comprising a point-of-sale unit located in a participating retail outlet and comprising a display monitor, a memory for storing data to be displayed on the display monitor, a data processing unit connected to the display monitor and the memory and having communication means connectable over a communication medium to the coupon server, a user input device to permit a consumer to make one or more selections from choices displayed on the display monitor, and a hardcopy apparatus for producing a hardcopy of electronic coupons.

36. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 35; wherein the coupon server is located remotely from the point-of-sale unit, and further comprises fifth means for transmitting to the point-of-sale unit a fourth file containing the identity of goods offered for sale by the retail outlet at which the point-of-sale unit

is located, the goods being individually selectable by the consumer using the user input device; wherein the third means of the coupon server is responsive to the selection of one or more items of goods by the consumer to transmit the third file for display on the display monitor of the point-of-sale unit containing second data corresponding to the selected goods, the third file containing electronic coupons corresponding to one or more of the selected goods and a personalized shopping list containing the selected goods and identifying the aisle locations of the selected goods in the retail outlet at which the point-of-sale unit is located.

37. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 29; wherein the second file contains graphical data for displaying on the respective consumer unit a representation of the physical layout of the goods in the selected retail outlet.

38. A system for generating personalized shopping lists and distributing coupons matched to planned purchases according to claim 29; wherein the one or more consumer units comprise client computers on a network.

39. A system for generating personalized shopping lists and distributing grocery coupons matched to planned

purchases according to claim 29; wherein the coupon server comprises an Internet host computer.

40. A system for generating personalized shopping lists and distributing coupons matched to planned purchases, comprising:

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a server connectable over a communication medium to a plurality of remotely located consumer units and having a memory for storing data corresponding to a plurality of participating retail outlets including data identifying each of the retail outlets by name, data identifying inventory of goods offered for sale, and graphical data for displaying a representation of the retail outlets including a physical layout of the goods in the retail outlets, and for storing coupon data used for generating electronic discount coupons for selected goods, the server further comprising

first means responsive to a connection with a respective consumer unit to transmit for display on a display monitor of the respective consumer unit a first file containing a list of the participating retail outlets which may be individually selected by the consumer using a user input device of the respective consumer unit,

second means for transmitting to the respective consumer unit for display therein a second file containing graphical data for displaying a representation of a selected